



**SCOTTSDALE PRIDE COMMISSION
GRANITE REEF SENIOR CENTER, ROOM 9
1700 N. GRANITE REEF RD.
SCOTTSDALE, AZ 85257
THURSDAY, MARCH 5, 2009**

MINUTES

Present: Donna Hardin (Chair)
Douglas McFetters (Vice-Chair)
Vicki Carr
Jolyn Jones (arrived at 5:44 p.m.)
William Negrey
Rosanna Organ
Stephanie Rimmer
Jodi Sorrell
Stewart Walowitz
Susan Wrubel

Absent: Carol Cerrito
Donald Scott

Staff: Christy Hill, Citizen & Neighborhood Resources

CALL TO ORDER

Chair Hardin called the Scottsdale Pride Committee regular meeting to order at 5:31 p.m. Roll call confirmed the presence of Committee members as noted.

APPROVAL OF FEBRUARY 5, 2009 MINUTES

Chair Hardin requested that "suggesting" be changed to "suggested" in the fourth paragraph of page 7, and that "Hebaen" be corrected to "Hlebaen" in the seventh paragraph on page 7.

Discussion ensued regarding whether the Commission should replace Waste Management with Keep America Beautiful in the last sentence of the tenth paragraph of page 6. Chair Hardin suggested that the Commission not name a business on the proclamation, and that it be stricken from the sentence until the Commission discusses the matter further.

It was the consensus of the Commission to delete "with Waste Management being listed as an affiliate" from the end of the tenth paragraph of page 6.

VICE-CHAIR MCFETTERS MOVED TO APPROVE THE REGULAR MEETING MINUTES OF THE FEBRUARY 5, 2009 MEETING MINUTES AS AMENDED. COMMISSIONER RIMMER SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF NINE (9) TO ZERO (0). COMMISSIONER JONES ARRIVED LATER AND COMMISSIONERS CERRITO AND SCOTT WERE ABSENT.

1. CIGARETTE BUTT ART CONTEST

Commissioner Wrubel presented the Scottsdale Arts Festival sign-up sheet schedule and invited everyone interested in volunteering to staff the Commission's booth to sign up. She pointed out that the fraternity members would probably fill up the remaining time slots.

Commissioner Wrubel stated that they needed at least four volunteers per time slot explaining that even though they would not be providing passes to the volunteers, gate security would have a list of the volunteers and/or organizations allowed free entrance.

Prize Donations/Judging:

She also invited the Commissioners to write down what types of prizes they plan on bringing or obtaining for the art contest. Vice-Chair McFetters presented six pool prizes donated by his family which included a motorized fish, Skip N' Score soccer game, and snorkeling set.

Commissioner Wrubel presented first and second place, honorable mention, and participation ribbons to be awarded at the event.

Commissioner Organ announced that artist Mary from Paolo Soleri and local artist Camille Mueller agreed to judge the art contest with her. She suggested sending them a thank you stating that the Commission is proud that they are going to judge the event.

Commissioner Organ recalled that the judges had agreed to bring prizes for the event and Commissioner Wrubel requested that she find out what those prizes would be.

Commissioner Wrubel recalled last month's discussion to judge the art entries at 12:00 p.m. on Sunday with the awarding of prizes to follow at 3:00 p.m. She suggested moving the judging to 2:00 p.m. so that it was closer to the awarding of prizes.

In response to Commissioner Walowitz' inquiry regarding awarding prize money up to \$100 from the Commission's budget, Ms. Hill clarified that due to procurement laws the Commission could not use its funds in that manner.

Art Supplies:

Commissioner Rimmer reported that she would be meeting with Robin from Target on Monday to find out how many art supplies they plan on donating. She explained that she left geometric shapes and eyeballs off the supply list since they do not want to create any litter at the event. The foam geometric shapes do not have sticky backs and would have to be glued onto the artwork.

Commissioner Rimmer presented a copy of the donation request letter she submitted to Target and agreed to ask for the geometric shapes at the meeting. She said that Michael's

had boxes of 64 crayons on sale for \$1.00 per box and suggested purchasing 10 boxes of crayons for the art contest.

Ms. Hill explained that she could purchase art supplies from a supplied list or meet Commissioner Rimmer at Michael's to purchase the supplies with a City purchasing card. She stated that they were allowed to spend up to \$50 petty cash from their budget on supplies.

Ms. Hill reported that the Commission had \$520 left in their budget after \$150 was used to purchase a tree for the Arbor Day event scheduled for April 24, 2009.

Chair Hardin confirmed that she would be donating a box of 11 x 17 paper and paper towels.

Prize Donations Discussion Continued:

Commissioner Rimmer agreed to send staff the verbiage she prepared for prize donations and Ms. Hill agreed to send the verbiage along with the donation request letter template to all Commissioners in order to obtain more prizes.

Commissioner Wrubel explained that they currently had four award categories and opined that they could bundle some of the prizes together or increase the number of categories. Chair Hardin argued that it would be unfair to judge a first grader against an eighth grader and recommended breaking the groups by age rather than grade.

A lengthy discussion ensued regarding whether the art contest entrant categories should be by age or grade. It was the consensus of the Commission that the categories be broken down into age groups 7 and under, 8 to 11, 12 to 15, and 16 and above.

Commissioner Wrubel summarized that the grade categories that relate to the age groups agreed upon would be Pre-Kindergarten through 1st grade, 2nd grade through 5th grade, 6th grade through 8th grade, 9th grade and above.

She recalled that Leslie Hadad requested that the Commission provide a CD message that could be played during the three day event informing the participants about the art contest. Chair Hardin suggested that Commissioner Scott prepare this since he had been a radio announcer. In his absence, Commissioner Rimmer volunteered to find someone to record the message and send her a WAV file so she could prepare the CD.

In response to Vice-Chair McFetters' inquiry regarding how to contact the winners that are not present during the judging, the Commissioners discussed privacy and information security concerns. Ms. Hill agreed to research what private information was allowed.

Sign-Up Sheet Schedule:

Commissioner Wrubel announced that Sunday had the most available time slots and Commissioner Walowitz agreed to have the fraternity choose from the time slots remaining on the schedule.

In response to Commissioner Wrubel's inquiry regarding who would be willing to help with setup on Friday at 9:00 a.m., Commissioner Rimmer stated that her husband was available and Vice-Chair McFetters said he was available for setup on Friday.

Commissioner Rimmer reported that she designed a sign-up sheet for attendees who are interested in receiving Commission event information. She pointed it that it would be a great way to create a marketing database.

Commissioner Walowitz discussed the fact that the sign-up sheet schedule only had 10:00 a.m. to 2:00 p.m. for Saturday. Commissioner Wrubel stated that it was a typographical error which she will correct. Chair Hardin confirmed that the schedule for Friday and Saturday was 10:00 a.m. to 6:00 p.m. and Sunday was 10:00 a.m. to 5:00 p.m.

Ms. Hill reminded the Commissioners that she would be out of town during the event and volunteered to send everyone contact information for Chair Hardin and Vice-Chair McFetters who would be assisting everyone with the final event details.

She explained that she was putting together a box of resource materials for the event that included water conservation coloring books and bags, a box of calendars, 10 "I Love Scottsdale" t-shirts, and a glass jar to put cigarette butts in for display.

The Commissioners agreed that the Simon & Schuster "Little Green Books" are too expensive to give to every participant and that the coloring books would be sufficient.

Commissioner Wrubel thanked everyone for the donated prizes and requested that they bring the prizes to the tent on Friday. She pointed out that the artwork should be stored in containers at the end of the day on Friday and Saturday for security purposes.

Discussion ensued regarding handling the storage of personal items and prizes. Commissioner Wrubel volunteered to supply tarps for wrapping the artwork storage bins to be stored underneath the tables in case it rains. She also agreed to take the prizes home with her at the end of her Friday shift and to bring them back on Sunday.

2. THINK GREEN GRANT

In Commissioner Scott's absence, Chair Hardin requested that this item be tabled and agendized for the April 2009 meeting.

3. MARKETING AND ADVERTISING

Chair Hardin recommended checking into proclaiming June as "anti-cigarette litter month" for 2009 as they did in 2008. Ms. Hill recalled that the reason June was chosen was to coincide with the Harkins Theatre promotion of the cigarette butts campaign. She agreed to find out when City Council would be going on vacation in 2009.

Commissioner Rimmer suggested moving the proclamation month to November and Vice-Chair McFetters argued that the summer months would bring the highest viewer ratings due to summer vacation, especially since one of the Commission goals was to educate children about cigarette butt litter.

Commissioner Walowitz noted that Harkins Theatres was open to advertising the cigarette butts campaign any time during the year, but for only one short time span.

Vice-Chair McFetters summarized that the Commission's current calendar of events reflects that June, July, August, September, January and February were very light activity months.

Chair Hardin reminded the Commission that they usually had problems getting a quorum in July and August. Ms. Hill reminded everyone that she needed a three-month turnaround window to work with CAPA on any advertising projects.

Discussion ensued regarding running last year's PSA on the City website as well as running the PSA slide at Harkins Theatres. Commissioner Rimmer volunteered to research which months were the best to advertise the campaign and Ms. Hill suggested that they coordinate the proclamation with the advertising campaign.

Ms. Hill asked Commissioner Rimmer to bring the 2008 Proclamation and the Target prize donation letter to the April meeting so she can keep them with the Commission documentation.

In response to Commissioner Rimmer's inquiry, Ms. Hill confirmed that she had staff's approval to market the upcoming art contest to the media.

Commissioner Rimmer recalled seeing the Scottsdale Arts Festival listed on various online calendars of events and suggested that the art contest also be submitted for listing. Ms. Hill suggested that she go ahead and submit the information to the television stations and newspapers.

Commissioner Rimmer volunteered to find out whether any of the television stations were planning on attending the event in order to schedule coverage of the art contest. She agreed to provide Ms. Hill and Chair Hardin with the interview particulars if she is able to coordinate coverage.

4. KAB (KEEP AMERICA BEAUTIFUL LIAISON REPORT)

In the absence of Commissioner Cerrito, Chair Hardin requested that agenda item number four be tabled. Ms. Hill reported that Commissioner Cerrito would be taking photos at the upcoming KAB event and Commissioner Rimmer recalled that she was working on getting the Commission listed on the KAB website.

5. STAFF AND COMMISSION UPDATES

Commissioner Negrey suggested that the Commissioners check out the display of poppies in the median located at 68th Street and Osborn.

Chair Hardin suggested Bill Heard Chevrolet as a service project since the building has been vacant since September 2008. Ms. Hill stated that Code Enforcement assigned to that area should be addressing the blight issues.

Commissioner Rimmer explained that Bill Heard Chevrolet was located on their adopted roadway and noted that the next cleanup was scheduled for April 25, 2009. Chair Hardin stated that even though the blight was located on abandoned private property, the Commission could at least clean up the trash located between the sidewalk and the street.

Ms. Hill reported that Terry Erickson already had signage installed at Pride Park on February 19, 2009. She summarized that one of the Great American Cleanup events was the April 16, 2009 tree planting in Pride Park wherein a Palo Verde hybrid called "Desert Museum" will be planted.

Ms. Hill agreed to find out the name of the Montessori group which has adopted Pride Park in order to invite them to the tree planting event. Commissioner Rimmer requested that staff bring blank thank you cards to the next meeting so everyone can keep them available for distribution whenever necessary.

Ms. Hill reported that CAPA had already begun marketing the Keep Scottsdale Beautiful Day events to City Cable, the water bill insert, and various journalism organizations. She explained that the neighborhood and Adopt-A-Road cleanup events online registration was already set up.

Chair Hardin summarized the following upcoming events:

- Scottsdale Arts Festival, April 20-22, 2009
- Neighborhood Improvement and Cleanup, March 1-May 31, 2009
- Next Commission meeting, April 2, 2009
- Tree City USA Growth Award event, also April 2, 2009
- Tree Planting event at Pride Park, for April 16, 2009 in conjunction with Earth Day
- Adopt-A-Road cleanup event, April 25, 2009.

Commissioner Rimmer suggested that the Adopt-A-Road cleanup event start at 7:00 a.m. and asked Commissioner Walowitz to invite the fraternity to assist with the cleanup of the orphaned roads currently available for adoption.

Ms. Hill suggested that at least one of the Commissioners attend the Electronics Recycling event scheduled for May 9th.

Commissioner Rimmer suggested that six Commissioners attend the KAB webinar scheduled for April 24, 2009 in order to meet their affiliate criteria and agreed to email staff the webinar information for distribution to everyone.

Chair Hardin requested that the final art contest sign-up schedule be forwarded to Ms. Hill. She agreed to type up the sign-up schedule once she received it from staff.

In response to Commissioner Rimmer's inquiry regarding whether anyone wanted a copy of the Think Green Grant Guidelines, Chair Hardin recalled that Commissioner Scott was going to prepare a summary of the bullet points for the Commission's review.

6. OPEN CALL TO THE PUBLIC (A.R.S. 38-431.02)

No members of the public wished to address the Commission.

ADJOURNMENT

With no further business to discuss, the meeting adjourned at 6:38 p.m.

Respectfully submitted,
A/V Tronics, Inc. DBA AVTranz